**Code No.MB205C**

**METHODIST COLLEGE OF ENGINEERING & TECHNOLOGY**

**(An Autonomous Institution)**

**M.B.A II-Semester (Supplementary) Examination, FEB-2024**

**Subject: BUSINESS RESEARCH METHODS**

**Time: 3 hours Max.Marks:60**

**Note: Missing data, if any, maybe suitably assumed.**

**PART-A**

**Answer All the questions.**

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| **Q.No** | **Questions** | **Marks** |  |  |
| **1 a** | **Explain about Marketing Information system.** | **2** |  |  |
| **b** | **What is quota Sampling?** | **2** |  |  |
| **c** | **Write the Difference between Interval and Ratio Scales.** | **2** |  |  |
| **d** | **Write about Non-Parametric tests?** | **2** |  |  |
| **e** | **What is the Importance Report Writing.** | **2** |  |  |
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**PART-B**

**Answer Any Five questions**.

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| **Q.No.** |  | **Questions** | **Marks** |  |  |
| **2** | **a** | **Explain the role of literature Review in Research.** | **10** |  |  |
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| **3** | **a** | **Define Sampling? Write in detail about non-Random Sampling Methods?** | **10** |  |  |
|  |  |  |  |  |
| **4** | **a** | **Define Reliability. How do you measure the reliability of a test?** | **10** |  |  |
| **b** | **Define Validity. Write the differences between Reliability and Validity?** |  |  |  |
| **5** | **a** | **What is Correlation? Differentiate between Correlation and Regression.** | **10** |  |  |
|  |  |  |  |  |
| **6** | **a** | **What do you mean by Plagiarism? Explain the role of ethics in research.** | **10** |  |  |
|  |  |  |  |  |
| **7** | **a** | **What is a Business Research Method? Mention the criteria for a good Business Research** | **10** |  |  |
| **b** | **Write about telephonic Interview Method of Data collection? Mention its advantages and limitations.** |  |  |  |
| **8** | **a** | **Write in brief about Cross Tabulation.** | **10** |  |  |
| **b** | **Write about Parametric tests? State the importance of Parametric tests.** |  |  |  |
| **9** | **a** | **What is hypothesis? Explain characteristics of good hypothesis and** **different types of hypotheses.** **What is hypothesis? Explain characteristics of good hypothesis and** **different types of hypotheses.** **What is hypothesis? Explain characteristics of good hypothesis and** **different types of hypotheses.** **What is Research? Write about types of Research in brief?** | **10** |  |  |
| **b** | **What do you mean by Ethical Research? Discuss the role of ethics in Research.** |  |  |  |

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